

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

October 23, 2007  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman	Wahid Alam, Mesa
*Bryant Powell, Apache Junction	John Verdugo, Maricopa County
John Vater, Avondale	A-Molly Hood, Paradise Valley
Brian Rose, Buckeye	Caroline Ruiz for Chad Daines, Peoria
*Gary Neiss, Carefree	Tim Tilton, Phoenix
* Usama Abujbarah, Cave Creek	Shawny Ekadis, Queen Creek
Jason Crampton for David de la Torre, Chandler	*Bryan Meyers, Salt River Pima-Maricopa
Mark Smith, El Mirage	Indian Community
*Terry Yergan, Gila River Indian Community	Harry Higgins, Scottsdale
*Thomas Ritz, Glendale	Janice See, Surprise
*Katie Wilken, Goodyear	Sherri Lesser for Lisa Collins, Tempe
*Mark Johnson, Guadalupe	*Miles Johnson, Wickenburg
* Sonny Culbreth, Litchfield Park	*Ratna Korepella, Valley Metro
A-Ken Valverde, Fountain Hills	A-Vince Micallef, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Jim Chang, AZ SFB	Anubhav Bagley, MAG
Sam Andrea, Chandler	Heidi Pahl, MAG
Mark Stambaugh, Peoria	Jeff Romine, MAG
Max Enterline, Phoenix	Harry Wolfe, MAG
Roy Nourse, Phoenix	Chris Hagen, Tolleson
Peter Burnett, MAG	

1. Call to Order

The meeting was called to order at 10:00 a.m. by Chair George Pettit.

2. Call to the Audience

No comments were made by the audience.

### 3. Approval of Meeting Minutes of August 28, 2007

Jason Crampton said that he attended the last POPTAC meeting although the minutes indicated that he did not. John Verdugo moved, Vince Micallef seconded and it was unanimously recommended to approve the meeting minutes of August 28, 2007.

### 4. Census 2010 Update

#### 4a. Local Update of Census Address Program

Heidi Pahl stated that since the Census Bureau's Local Update of Census Addresses (LUCA) Workshop September 27<sup>th</sup>, 13 member agencies have registered for the LUCA program, chosen one of the three options and designated a census liaison(s). She noted that 8 member agencies know what option they are going to choose but they have not registered yet. She said the remaining member agencies are deciding which option to choose, but all member agencies have the appropriate materials and information to make that decision. Ms. Pahl reminded POPTAC members that to have a full 120 days to review the address list, jurisdictions are required to register for the LUCA program on or before November 19, 2007.

Heidi Pahl mentioned that member agencies that registered for option 1 or 2 with all electronic media, will be receiving their Boundary Annexation Survey (BAS) materials with their LUCA materials in the next couple weeks, according to the Census Bureau. Ms. Pahl said the Census Bureau is experiencing a delay for those requesting paper maps.

#### 4b. Statistical Areas Program

Tim Tilton provided a brief update on the Participant Statistical Areas Program (PSAP). Mr. Tilton provided a brief summary from the PSAP meeting held at MAG on September 28<sup>th</sup>. He said that the consensus from that meeting was to keep the Census 2000 geography in tact and make necessary corrections and splits to census tract, block groups and boundaries in preparation for Census 2010. Mr. Tilton mentioned that the Census Bureau idea of renumbering all tracts within Maricopa County was not favorable with local staff.

Mark Smith asked if the Census Bureau made census tract splits in 2005. Anubhav Bagley responded no.

Mr. Tilton stated that Phoenix would attempt to make its block groups coincide with neighborhood boundaries so that census data would be available by neighborhood. John Verdugo asked if splits can be made by council districts. Tim Tilton replied that it does not make sense to get census data by council district as council districts change after the decennial census.

Tim Tilton noted that MAG is coordinating the PSAP for the MAG region and it is very likely that a PSAP workshop will be held in 2008 to assist member agencies with census tract splits, etc.

### 5. Update of Arizona Data Estimates and Projections Task Force Activities and Recommendations

Jeff Romine distributed a handout on the Arizona Data Estimates and Projections Task Force (ADEPT) activities and recommendations.

Mr. Romine said a Technical Committee meeting is being held on November 15<sup>th</sup> to consider the draft final report and recommendations. After the discussion at that meeting, it is anticipated the ADEPT Task Force will meet to review and discuss the draft final report.

Harry Higgins asked for clarification of Governor Napolitano's request to have the Directors of the Departments of Commerce and Economic Security investigate and facilitate moving current Labor Market Information and Population Unit staff into a new work unit with researchers from the Department of Commerce (DOC). Jeff Romine clarified that it has been expressed that the Governor would like the approximately 30 FTEs currently working at DES to move to DOC before the end of the year. Harry Higgins noted that history has a way of repeating itself, since in the late 1970s the population unit currently under DES was handled by another office that went on to become the DOC.

Jeff Romine added that several ADEPT Task Force members expressed the desire for the changes resulting from the ADEPT review and recommendations to be more than a change in the location of the staff. The expressed desired outcome is for a change in methodology and approaches, work patterns and communication with other agencies and local governments. He noted that given the emerging budget conditions the Governor and the State Legislature will be facing, the ADEPT recommendations may take years to be implemented. MAG recognizes that improving the demographic estimates and projections is a long term project, with the goal obtaining valid and reliable populations estimates long before the mid-decade information need.

#### 6. Status of July 1, 2007 Maricopa County Resident Population Estimates

Tim Tilton said that the next Arizona State DES POPTAC meeting is scheduled for November 2, 2007 and these estimates need to be adopted on December 7, 2007. This means that the MAG Regional Council needs to approve the estimates at its December meeting. Mr. Tilton referred the committee members to Attachment One, methodology for preparing July 1, 2007 municipality population updates and the draft municipality population and housing unit update using the HUM (housing unit method). Mr. Tilton emphasized that these draft numbers are based solely on residential completions provided by member agencies (housing unit method). He said there may be changes to the State and county control totals by DES, so POPTAC is requested to recommend approval of these updates to MAG Management Committee provided the Maricopa County control total is within one percent of the final control total. He noted that MAG has done an in-depth analysis to derive these estimates. He also noted that the Adhoc Committee made a recommendation to accept these estimates and requested POPTAC to make a recommendation to move them forward to Management Committee.

Tim Tilton moved to recommend that the MAG Management Committee recommend approval of the July 1, 2007 Maricopa County and MAG Resident Population Updates provided the Maricopa County control total is within one percent of the final control total. John Verdugo seconded the motion, and it carried unanimously.

#### 7. Data Collection Efforts and Time-Line

Heidi Pahl referred committee members to Attachment Two, a schedule for the collection of data for the next six months. She pointed out that the two November 27<sup>th</sup> dates have been changed to October 23<sup>rd</sup> dates. She thanked members for providing ongoing land use documents such as general plans, amendments and developments to MAG for the socioeconomic projections and conducting regional analysis.

Heidi Pahl announced that the MAG approved socioeconomic projections approved in June 2007 are now available at other levels of geography such as zip code, census tract, school districts and Phoenix villages. She noted that if a member agency is interested in receiving this data at a different level of geography to please contact Anubhav Bagley.

#### 8. Regional Economic Growth Outcomes

Jeff Romine gave a presentation on the Regional Economic Growth Outcomes (REGO) project. He mentioned that a similar presentation was also given to the MAG Planners Stakeholders Group and will be given to the MAG intergovernmental liaisons at their next meeting. Mr. Romine provided an update on the work plan and the analysis completed on existing jobs/housing connections to date.

The current focus of work on this project is understanding existing work commuting patterns based on job centers and other employment locations. He reviewed the initial REGO subareas. These eight subareas were determined based on a thorough analysis of existing worker commuting patterns. The current work and home locations for nearly 400,000 workers in the region were reviewed in this analysis.

He stated that a draft REGO report would be completed in early 2008, and would then be reviewed and comments solicited prior to the analysis and report being published and distributed. The current project schedule calls for review and consideration by the MAG Regional Council early next year.

Max Enterline asked how the dividing line between Arcadia Harbor and Metro CBD was established. Jeff Romine noted that the subareas were defined based on zip code analysis, and thus the borders used zip code boundaries as opposed to road or municipal borders.

Wahid Alam asked if more data than just travel patterns will be provided as part of REGO. Jeff Romine replied the goal is to provide useful data, e.g. types of jobs, household income, and housing activity and conditions. He noted that MAG is sensitive to two primary issues, what data we can provide accurately and the type of data which is useful to member agency staff and decision makers. He also noted the aim of this project is to provide this data at a regional scale rather than at a jurisdictional level.

George Pettit asked about the general design of the report. Jeff Romine responded that the report will include both a regional prospective and a focused chapter on each subarea. All chapters will cover similar information, but will focus on specific information and topics related to the individual subarea. The topical areas within each chapter include: job centers, employment activity, population and housing characteristics, housing market description, jobs/housing connections and travel flow and demand conditions.

Harry Higgins asked for clarification on the worker flow travel matrix. Wahid Alam suggested simplifying the matrix before it is sent to elected officials. Jeff Romine noted that the travel matrix is very analytical in layout, and the information will be presented in an easier to understand table in the report.

Brian Rose asked if there is going to be a future component for REGO. Jeff Romine explained that Phase II of the REGO project will provide a focused look on future conditions and development.

Max Enterline wondered if the completion of the light rail would change the percent of people working and living in Arcadia Harbor. Anubhav Bagley responded that in the model, one percent of mode choice is for light rail. Mr. Bagley noted that a change in travel patterns would be highly dependent on redevelopment occurring along the light rail. Jeff Romine added that travel patterns tend to be relatively constant in the short term, requiring significant change in development patterns and household behavior to make a significant impact on travel patterns.

Wahid Alam thanked Jeff Romine and the MAG staff the information and the REGO presentation, and beginning to provide information to eliminating the myth that everyone commutes to the central business district (CBD).

George Pettit said this was an informative presentation and he looks forward to the completion of the report and the reaction of elected officials to this information.

#### 9. Regional Updates

George Pettit asked if anyone had any updates on what was happening in their jurisdiction. Mr. Pettit invited all members to Gilbert to shop this weekend since their new shopping mall is opening.

Brian Rose said that public hearings for the Buckeye general plan update will be held November 13th and 15th and he encouraged people to attend.

#### 10. Economic Update

Jeff Romine provided a general economic update for MAG POPTAC members. The discussion centered on two aspects of the metropolitan economy.

Jeff Romine said the housing market continues to experience activity levels below, both the peak market of 2004-2005 and the average of the five previous years. Typical measures of the housing market, change in resale price, building permits, and sales activity, have slowed considerably. The building permits are generally lower throughout the region, sales activity is nearly half of the activity in 2004/05, and the recent local and national data reveals an erosion of the typical single family housing price falling 8-10 percent over the past year. Most Valley analysts and economists, along with national housing experts, now predict the housing market to remain weak for 12-18 months more.

Jeff Romine said the housing market slow-down has begun to effect both employment growth and retail sales activity in the region. Retail spending is noticeably off compared to the past three to four years. Just 12-18 months ago, retail activity was producing over a 10% growth over the previous year's tax collection. Currently, the tax revenues are predicted to be at the same level as the previous year or even fall. Several communities will experience sales (transaction privilege) tax growth over the previous year, primarily due to the opening of a significant new retail center.

George Pettit thanked Mr. Romine for a honest update of the current regional economic conditions now facing member agencies in the region.

#### 11. Next Meeting of MAG POPTAC

George Pettit noted that the next meeting of the MAG POPTAC would be held on Tuesday, November

27, 2007 at 10:00 a.m. in the Saguaro room. The meeting adjourned at 11:08 a.m.